

## THE MARKETPLACE FOR EVERYTHING

### NEWS WANTADS

#### RATES

Each insertion, per line 10 cents  
Minimum charge.....20 cents  
Three insertions, per line.....20c  
TELEPHONE YOUR WANT-  
ADS BEFORE 5 P. M. THURS-  
DAY.

#### NEWS SUBSCRIPTION RATES

One year.....\$2.00  
Six months.....1.25  
Three months......75  
Subscriptions always payable in  
advance. Expiration dates are  
printed after name on address  
label.

VOLUME 19, NO. 1



PUBLISHED EVERY WEEK AT SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA

orchestra  
sheltering  
for city comm  
quietness, a n  
welcoming hands.

FRIDAY, OCTOBER 3, 1924

## Club Meets At Luncheon Wednesday

The first meeting of the Woman's club will be held on Wednesday, Oct. 8. Members may bring guests to the luncheon at 12:30 p. m. and the afternoon meeting will be an open one, no tickets being required.

The charge for luncheon tickets is 75 cents and reservations must be made with Mrs. W. P. Caley, Black 132, not later than Monday, Oct. 6. During the meeting in the afternoon, 2:30 to 4 o'clock, Mrs. Alice A. Fawcett will be in charge of the Caroline L. Osgood room and will care for the children of those in attendance at 10 cents for each child. Club dues are payable now and much confusion will be avoided if they are mailed to Miss Bayne, treasurer, before the 8th.

As active members of the federation we are anxious to comply with their urge for a 100 per cent registration of club women. Saturday, Oct. 4, is the last day. Will you register?

The club calendar for October is as follows:

#### October 8

1:00 p. m., reception.  
12:30 p. m., luncheon.  
Vacation reminiscences by members of the club.

2:30 p. m., presentation of officers and directors; annual address by the president, Mrs. Samuel Stork; exhibition of national dances by Miss Mary McCune; music in charge of Miss J. N. Hawks; adjournment at 4:00 p. m.

#### October 22

Subject, American Arts and Crafts; lectures by Douglas Donaldson and Porter Blanchard, master craftsman; exhibition of craftwork in charge of Mrs. Donaldson; music in charge of Mrs. Hawks; adjournment and tea at 4 o'clock.

## GRADUATION FROM PRIMARY

Graduation of pupils from the primary to the junior department of the Congregational Sunday school will take place at the regular school session Sunday morning at 9:45. The program will include the following memory work; all pupils having qualified for each of the Bible passages given by individuals: Christmas story from Luke, Cynthia Hull; Beatitudes, Wilma Morrow, Adda Mary Sullivan; Ten Commandments, Gertrude Bandy; Twelve Apostles, Percy Kortkamp; Frank Lichnog; Easter story from Mark, Ruth Grant; Books of the New Testament, Evelyn Solury; Shepherd Psalm, Class. Other numbers on the program are presentation of Bibles by Primary Superintendent Mrs. Morridge; presentation of diplomas, Dr. Tate; Welcome, Superintendent F. E. Gibson; solo, Mrs. D. C. Ashmore.

Mr. and Mrs. John Lowe of 50 East Carter Ave., returned home on Monday after an absence of four months. They visited various places in the Pacific states, and then took the steamer trip to Alaska. On their way home they visited in Oakland with their daughter, Mrs. D. V. Haight who toured home with them. She will remain for a visit of a few weeks. "We had a very pleasant trip, but we're delighted to be in Sierra Madre again," says Mr. Lowe.

Mr. and Mrs. Robert Mitchell and son Bob will leave Sunday by auto for Asilomar where Mr. Mitchell will attend the annual convention of the League of California Municipalities. The convention was to have met at Del Monte but was changed on account of the burning of the hotel. The sessions will last from Oct. 6 to 9 and the Mitchells will spend a week or more on the trip.

Piano pupils are taught modern methods, from beginners to the artist grades by Frona V. Clarke, pianist and teacher of Los Angeles who is teaching here on Friday and Saturday at 50 East Grand View, Phone Green 153.

## MAKE HASTE SLOWLY WITH BIG REFORMS

Dear Mr. Editor:

I would be glad to tackle a rebuttal of the Chamber of Commerce boards' Whereases and Resolves, but notwithstanding your generous willingness to grant space for both sides, I believe you do not care to encourage a continued argument.

An argument is mostly futile, anyway. When people are ready for an advanced step they will take it. The best that can be done is to wait with what patience and charity we may have in stock. The "Great Planner" of the Universe is making no mistakes, and His ideal world will come in the ripeness of time.

When I was young and enthusiastic, I thought all I had to do when a new truth dawned on me was to publish it abroad, and my neighbors would accept it gladly. I soon discovered my mistake.

If it has taken some thousand years for men to get rid of the contortions endured in yanking a shrunken shirt over the head and evolving the coat style, why, then, we may reasonably hope that even a Chamber of Commerce Board may yet get a glimmer of an economic truth.

As a matter of education I would suggest that you bring to the notice of your readers a very interesting article in the September "Harpers" by Robert W. Bruere entitled "Niagara milks the Cows."

Put it over my name or not, just as you think best.

A. F. SNELL.

## MISSION WILL BE CONCLUDED SUNDAY NIGHT

Father Raphael, an eloquent and forceful speaker, and an active worker in the missionary activities of the Passionist order, is conducting a mission at St. Rita's chapel this week. Services will continue nightly until Sunday at 7:45, with solemn closing at the Sunday night service. The meetings have been marked by good attendance. Father Bennet, pastor of St. Rita's extends a cordial invitation to all, including non-Catholics, to hear these talks.

Five Sisters from Convent Station, New Jersey, visited St. Rita's parish Sunday, while en route to missionary work in the province of Hunan, China, where the Passionist Fathers who recently passed through Sierra Madre are now laboring. They sailed from San Francisco Tuesday, being accompanied there by Father Peter of the Passionist monastery.

## CHILDREN TO BE REGISTERED

Attention of parents is called to the mandatory registration of all minors over three and under eighteen years of age. Principal Elizabeth Steinberger announces that in compliance with the state law, enrollment will take place in the kindergarten building from Monday to Friday, 2 to 4:30 p. m., and on Saturday from 9 to 11. Parents are required to register all children within the ages named.

At the convention of the national association of electrical engineers to be held in Pasadena beginning Oct. 13, the presiding officer will be Farley Osgood of Newark, N. J., nephew of Capt. J. A. Osgood of Sierra Madre. He is president of the association and is vice president and general manager of the Public Service Electric Co., of Newark.

Mr. and Mrs. M. L. McCray of West Live Oak Ave., returned home this week from Europe where they spent the past four months. Upon arrival they found a new granddaughter, born to Mr. and Mrs. Horace O. Smith on September 15 and christened Patricia.

Mrs. Ida Sperry of Los Angeles entertained at a bridge luncheon on Tuesday, the guests including Mmes. W. C. Shaw, C. H. Perry, Victor C. Hill, R. A. Adams, C. L. Drake, Lisle Anderson and Howard Lieben.

## Fire Sweeps Over Chilao and Buckhorn

"A forest fire is under control when it is out."

Thus spoke a wise fire fighter who had read repeated statements of federal officials that the mountain fire was under control, followed by a fresh outbreak and several thousand acres more land burned over.

The fire had been raging all week in the neighborhood of Chilao, Mt. Waterman, Buckhorn Flats and the heavily timbered country near the north side of the range. Lou Newcomb's ranch at Chilao was burned over, although the buildings were saved. Hundreds of men have been used in fighting the flames, but with little hope for complete control until rain falls.

Directors of the Angelus Forest Protective association met at the Sierra Madre Cafe for dinner and later in the Chamber of Commerce rooms for conference Tuesday night. Various phases of the mountain fire situation were discussed, especially the best method of getting evidence on the conduct of the present fire campaign before the board of review.

A committee to present the case before that body will be J. M. Paige of Pomona, J. I. Mathews of Covina, H. S. Gilman of San Dimas, C. F. Gordon and Joe Waterbury of Monrovia. Anyone having complaints or criticisms is requested to put them in writing. They can be submitted through the Chamber of Commerce.

It is reported that Col. Greeley, in conference with Los Angeles Chamber of Commerce officials, has agreed to request a \$500,000 budget for protection of the Angelus reserve instead of the \$70,000 now in force.

## Republicans Planning For Election Day

A meeting of the Sierra Madre Republican Club will be held Monday night at 8 o'clock in the Community Club House in the park for the purpose of organizing the several precincts of the city to get out the Republican vote on election day.

Elmer A. Green, president of the club, will preside. C. C. Dalzell of Glendale will be the speaker of the evening.

All Republicans are invited who are interested in the cause and are willing to do a little work for the election of Coolidge and Dawes.

## Dr. Millikan Will Address Club Session

Dr. Robert A. Millikan, president of California Institute of Technology, will be the speaker at the first fall meeting of the Men's Community club in the Congregational church Thursday evening, Oct. 16.

As an eloquent speaker and one of the foremost scientists of the world, Dr. Millikan is in great demand. He accepted the invitation to come to Sierra Madre extended through E. D. Burbank, vice president of the club and a friend of thirty years standing, several months ago. At present he is refusing all of the numerous demands made upon him for speaking engagements so the people of Sierra Madre will have a rare privilege in hearing him this fall.

Dr. Millikan has just returned from Europe, where he took part in various important scientific gatherings. As the recipient of the Nobel science prize and other high honors, he has gained recognition throughout the world, and next Tuesday night will be tendered a banquet by the Pasadena Chamber of Commerce by way of a community welcome from his home city.

For this club affair dinner tickets must be purchased in advance as it is expected they will be in great demand and only as many will be sold as can be served. The address by Dr. Millikan will follow the dinner and admission to the church auditorium for this part of the program will be free.

The Bethany Church Missionary Society announce their next meeting on Friday evening, Oct. 10, at 7:45, in Bethany Hall, formerly called the new Sunday School building adjoining the church proper. The president, Mrs. John Lowe, who has just returned from a summer's trip to Alaska, will speak on mission work in Alaska, and stereopticon views will also be shown. It is expected this will be an unusually interesting session and everybody, whether member or not, is urged to come.

## LAST CHANCE TO REGISTER ON SATURDAY

City Clerk Dietz will put in a long day at the city hall on Saturday for the special accommodation of voters who have put off registering for the November election until the last day. He will be there all day until 5 p. m. and again in the evening from 6 to 9, to enroll all who have not registered since Jan. 1 or who have changed their place of residence since registering.

## THE SERVANT IN THE HOUSE SUNDAY FILM

As a special feature for the Sunday evening service next Sunday in the Wistaria Theatre Charles Rann Kennedy's great drama, "The Servant in the House," will be presented on the screen. This is a 7-reel feature and the services will begin at 7:30 sharp.

In this picture the humility and service that discipleship of Jesus Christ enjoins is focussed upon the actions of two brothers, both bishops in the Church of England. It is a powerful portrayal of the deep things that make for character. Owing to the disappointment of some, it is again urged that those who desire the best seats must come early.

These services are conducted under auspices of the League of Youth of the Congregational Church.

"Go to Church Sunday" will be observed at the Congregational Church next Sunday. Dr. Tate will preach on the special topic, "The Claim of the Church on the Loyalty of Men." A cordial invitation is extended to all to join in the effort to completely fill the church during the month of October. This is a community church, organized for the highest type of Christian service, and the cooperation of all holding similar ideals is invited.

The Ladies Aid Society of the Congregational Church will hold the first meeting of the year next Tuesday afternoon at two-thirty in the church parlors. A cordial invitation is extended to all ladies to come and get acquainted with each other and with the work of the society.

Mr. and Mrs. Ed Grinnell of East Laurel Ave., left on Tuesday for Cairo, Ill., where they will visit Mrs. Grinnell's parents about a month.

## School Stop Regulations Now in Force

As an aid in bringing more careful observance of school stops, the signposting department of the Automobile Club of Southern California is erecting school crossing signs at various parts of the city. The change in regulations beginning with the fall term of school has resulted in some confusion. There are also drivers who do not observe the yellow lines across the streets and are technically guilty of breaking the law when they do not intend to do so. The signs erected by the auto club are designed to call attention of all motorists to school stops.

Under the present regulations, school stops are operative all day and night, Sunday and holidays and every other time. However, the motorist does not have to stop his car unless persons are in the school zone marked on the street. Pedestrians have the right of way at these places and the motorist must govern himself accordingly.

Schools in the county are designated by 15 mile speed limit zones, so that motorists in Los Angeles and vicinity are cautioned to watch their step if they wish to avert being penalized at school crossings.

Mr. and Mrs. Fred Lindlof of 204 Santa Anita Court have returned to their home after a delightful visit and outing trip in the north. While Mrs. Lindlof visited with friends in the Bay Cities, Mr. Lindlof and Dr. Smith of Los Angeles went to Eureka, where they took an Indian for a guide, pack and saddle animals for a 50-mile hunting trip to the wilds near the Oregon line. Mr. Lindlof reports fishing as very poor on account of low water, but he brought down a fine 5-point buck.

A dance and card party with plate supper will be held Friday, Oct. 10, under the auspices of St. Rita's club. The admission charge of 75 cents includes everything. There will be special prize attractions, with dancing and cards from 8 to 12, and supper at 10:30.

## Juniors Will Hold Chamber Of your oppor- —We in-

Organization of a Chamber of Commerce has been the attention of Secreta Chamber of Commerce young men of the have been conferring together week.

The object of the organization will be to promote a spirit of good fellowship, democracy and co-operation among the members by means of civis, business, social and recreational groups; to co-operate with the senior Chamber of Commerce for attainment of such objects in a manner as not to stifle initiative or suggestion on the part of the junior organization; and with such restrictions as will prevent contradictory or embarrassing action to the senior organization; and to educate its members to a proper sense of civic duty.

The Junior Chamber of Commerce will meet at the Chamber of Commerce office on Thursday evening for organization, the election of officers and adoption of by-laws.

Mr. Dennis H. Stovall is very much interested in this organization as one much needed in filling the gap between Boy Scout activities and up to that period when the young man is able to take his place in the business and civic life of the city.

The young men interested in the Junior Chamber of Commerce are:

Louis Krakower, Herbert Ingemann, Herbert Munson, Perry Cover, Roy Davis, Lawrence Larson, Herbert Siefert, Hans Siefert, John Forman, Sam Annas, Roy Warden, Boyd Keith, Arthur Johnson, Dan Olsen, Emil Smith, Kenneth Cochran.

Give a youth responsibility and character, and who shall place limits to his career?

## Girl of the Limberlost At Wistaria

One book a minute, day and night for 20 years—such is the sales record of Gene Stratton Porter. "A Girl of the Limberlost" passed the million and a half sales record more than a year ago. No wonder, then, that the film version of the story has been one of the most popular attractions of the year. Consequently, a multitude of people will be glad to know that Manager Brown has booked for the Wistaria Theatre for next week.

She wouldn't promise to be a wife, "the girl" wouldn't, because well, she thought there might be another girl and she wanted to be sure. So she did a brave and dangerous thing for a girl to do when she is in love with a man. She went away right out of his life, giving the other girl a clear field to win him if she could.

Did the other girl win him? She did not, but she caused a great deal of unhappiness for awhile and a tragedy was only averted by—wait till you see this picture. It is a picture that will delight you and send you home with a heart full of happiness.

Another feature of the week will be "The Reckless Age" with Reginald Denny in the leading role. He loved a girl madly, but he had sworn loyalty to his business trust. If he married the girl his firm would lose a fortune. What could he do? That's the basis of the struggle in this fast moving and dramatic picture.

Harry Carey in "Desert Driven" rounds out the week's fine variety of screen attractions.

Gerald D. French, of 188 East Central, has started a new enterprise in A Disabled Veteran's Magazine Agency. Not being able to get away from home, he will conduct it as a mail order business. Subscriptions will be received by mail or telephone for any periodical published. A complete catalog will be sent upon request.

DON'T FAIL  
TO READ  
THE  
WANTADS  
FOR FREE  
TICKETS TO  
THE WISTARIA



## President Coolidge Proclaims

# Fire Prevention Week

OCTOBER 5th TO 11th

### FAMOUS LAST WORDS

Partly covered by insurance—will this be the verdict when disaster befalls you? Protect your possessions TODAY. TOMORROW will never come. "We insure everything but tomorrow."

### THE RIGHT TIME

Doing the right thing at the right time has accounted for the success of many men. Now, today, is the right time to secure real protection on your automobile. "We insure everything but tomorrow."

Call in and See Us About It

**ANDREWS & HAWKS**  
27 N. Baldwin Ave.

### YOUR ROOF

is exposed more to fire hazards than any other part of your house. Whether your house is old or new, protect it with

#### MALTHOID ROOFING

—the most wonderful prepared roofing ever manufactured, or

#### PABCO SHINGLES

made of fireproof roofing, in colors, and come single or in strips of four.

WHATEVER YOUR BUILDING PROBLEM  
WE ARE HERE TO HELP YOU

**The L. W. BLINN  
LUMBER CO.**

E. P. BRADFORD, Manager

Main 23

East Montecito

### A Fire, no matter how Small, Means Damage to Property

Is the amount of fire insurance you carry sufficient to cover a total loss?

Tomorrow may be too late to be financially protected.

Our Agency is at your service at any time. Consult our rates. Come in and see us now!

**GEO. A. OSWALD**

Insurance in All Its Branches

6 N. Baldwin Ave.

Phone Blue 100

### Aim of Week To Cut Down Fire Losses

The annual observance of Fire Prevention Week throughout the entire country begins Sunday, Oct. 5, in accordance with the proclamation issued by President Coolidge.

This week has been selected because it marks the anniversary of the Great Fire of Chicago. In the amount of property destroyed that catastrophe has been surpassed only once in the United States but the aggregate annual fire loss of the country completely overshadows, not only in the destruction of the property but in the number of lives lost, the Chicago disaster.

Experts and fire underwriters are convinced that many of the lives lost by fire and much of the stupendous property loss, running into hundreds of millions annually, could be saved if the people, individually and collectively, observe a few simple precautions.

The United States has not yet followed the practice adopted in some of the European countries of holding property owners personally responsible for fires caused by their gross negligence, but value of this type of legislation is recognized by the Chamber of Commerce of the United States which, at one of its annual meetings, adopted the following resolution:

"The national loss through the waste of fire mounts upward at a rate which indicates the need of immediate attention in each State and in every city. Within a few years the amount in property values destroyed in the United States by fire has increased until it is annually in excess of the entire cost of the Panama canal. In large part this figure represents waste which can be prevented by effective action by States and cities. Personal liability for damages occurring to others through fire caused by gross negligence should be enforced in ways which will bring home to individuals their responsibility."

### News Stories Of Fire Are Commended

Long Beach, Sept. 29.—Mr. George B. Morgridge, Sierra Madre, California.

My Dear Mr. Morgridge: The Sierra Madre News of Sept. 19th and 26th has come to my attention and I wish to express my appreciation of the fair and able manner in which you handled the news regarding the recent fire in the mountains.

You may be interested in knowing that I sent the clippings from the issue of Sept. 19th to Secretary of Agriculture Wallace, calling them to his personal attention so that he would be more fully informed regarding the sentiments of the people in this section of the country with reference to our brush covered mountains.

I am very sorry to note that the fire has broken out again and have suggested to Supervisor Charlton that he get in touch with the experienced fire fighters of San Bernardino county, under the supervision of Mr. Starkey and the Forestry Service there, as suggested in Mr. Starkey's testimony on the 20th inst.

I sincerely hope the present conflagration will be speedily and effectively subdued.

With kind regards, I am, very truly yours,  
WALTER F. LINEBERGER.

#### Good for Evil

A barrister whose gold watch was stolen in a Berlin omnibus has advertised for it, offering a reward and promising to defend the thief for nothing whenever he is arrested.—London Tit-Bits

#### Keep Out of Court

The easiest way not to settle a dispute is to go to law about it.

### Most House Fires Can Be Forestalled

House inspections to reduce fire hazards are recommended by the insurance department of the Chamber of Commerce of the United States as an effective method of observing Fire Prevention Week.

Fire loss statistics estimate that three-fourths of all dwelling house fires in the United States are avoidable. The losses from this source aggregate about \$65,000,000. If this sum were applied to the erection of new houses costing \$5,000 each, the entire population of such a city as Chattanooga, Tenn., or Lincoln, Neb., could be comfortably quartered. It is said that a dwelling house fire occurs every forty minutes throughout the year.

It is not improbable that half of the fatalities due to fire occur in dwelling houses and most of the victims are women and children.

The Insurance Department of the National Chamber points out that the foremost cause of such fires is defective chimneys and flues. Many begin with sparks coming in contact with woodwork through chimney cracks and openings at the roof line. Firm chimney foundations and proper flue lining would eliminate much of the trouble.

Another source is faulty electric wiring and improper use of electrical appliances. Proper fuses should be used and care taken to disconnect appliances when not in use. A careful inspection should bring to light these hazards.

### Insurance Is Without Any Substitute

Regardless of measures for fire protection and prevention it seems there will always be more or less fire damage from causes which cannot be foreseen. How to obviate the economic menace of such losses is a problem best solved by the modern insurance system. The small amount paid for insurance premiums is the best possible protection.

Those who pay the premium share the losses of their less fortunate fellows. But they are rewarded by similar protection and the knowledge that if they were the next fire sufferers, they would be recompensed many times over for all their insurance has cost them.

Insurance contributes a degree of stability and confidence to modern business and home ownership which could not be removed without imperiling the whole economic structure.

### U. S. Shatters Fish Board Fight and Aids Power Project

The whole case of the Fish and Game Commission in favor of initiative measure, Number Eleven, which seeks to forever prevent development of the Klamath river for the ostensible protection of commercial and sport fishing has been shattered by a letter written by the Federal Power Commission to Congressman John E. Raker of California.

The Federal Power Commission in the letter guarantees to protect the fish and at the same time permit the development of the river, from the waters of which can be developed more than four times the water power to be generated at Muscle Shoals, on the Tennessee river.

Thus the United States government is pledged to save the fish while simultaneously permitting one of California's greatest development projects to be undertaken.

## PYRENE!

### PUTS OUT FIRE

No matter how inflammable the fuel—even gasoline or kerosene—PYRENE kills the flame.

### YOUR AUTO

or your house may be saved from total destruction or serious water damage by having one of these little PYRENE hand extinguishers handy for prompt use. Keep one in your car and one at home.

### Sierra Madre Garage

J. MILTON STEINBERGER

Main 110

37-45 W. Central

### We're Proud to Represent in Sierra Madre the

Continental Ins. Co., of New York

Farmer's Ins. Co. of Iowa

Eagle Star and British Dominion of England

Losses Promptly Adjusted

### Sierra Madre Realty Co.

Mrs. G. B. Neutzel

Main 182

31 N. Baldwin

## Safe Wiring

is the one indispensable safeguard of a modern home where electricity is used for so many purposes.

### FOR THAT NEW HOME

you want the best material installed by competent electricians. ANNUAL INSPECTION of the wiring in your home will further safeguard against fire hazards at very small expense.

**G. I. Farman**  
Sierra Madre Electric Co.

Main 120

Opposite P. E. Station



## STUDENTS:

**Come in and Register for the Home Lighting Essay Contest.**

**WIN FIRST PRIZE  
\$35 RADIO SET**

GIVEN BY

**Sierra Madre Electric Co.  
G. I. FARMAN**

Opposite P. E. Depot Phone Main 120

**Register here for the  
HOME LIGHTING  
ESSAY CONTEST**

We are contributing:

**SECOND PRIZE**

**Choice of Boudoir Lamp, \$5.00 Iron, or  
Focussing Flash Light**

**THIRD PRIZE**

**Six 50-Watt Lamps**

For full information see

**CLAUDE VEDDER**

*Everything Electrical*

Green 125

62 Windsor Lane

**Red Cross Is  
To Gather in  
Washington**

The fourth annual Red Cross convention will meet in Washington, D. C., October 6 to 9 and delegates from chapters throughout the United States will gather in the nation's capital to participate in the program. Among those attending will be Dr. J. E. Christian, Seattle; Capt. T. M. Potts, San Francisco; and Miss Mary Wallace Wier of Pasadena, all prominently identified with Red Cross work on the Pacific coast, according to Chairman Robert Mitchell of the local chapter.

Arrangements have been made for a presentation of the broad phases of important Red Cross services by speakers of authority and intimate discussion of methods and problems in the smaller groups of round table conferences.

Topics which will be brought up for discussion at these round table conferences will include public nursing service, life saving and first aid service, war service, home hygiene and care of the sick, the foreign and Pan American service of the American Red Cross, nutrition, volunteer junior Red Cross and civilian home service.

President Coolidge is scheduled to preside, as president of the American Red Cross, at the opening session and he will address the delegates as he did last year.

**IF**

If you don't feel just right,  
If you can't sleep at night,  
If you moan and sigh,  
If your throat is dry,  
If you can't smoke or drink,  
If your grub tastes like ink,  
If your heart doesn't beat,  
If you've got cold feet,  
If your head's in a whirl—  
For the love of Mike, why don't  
you marry the girl?

—Exchange.

The Modern Priscillas annual meeting will be held at the home of Mrs. Webster, 131 Bonita avenue, Thursday afternoon, Oct. 9.

**Thousands Are Regaining Health Through  
the natural healing science of Chiropractic**

The results, after a fair trial test will also convince you what a properly Readjusted Nerve Mechanism will do in bringing Health and Vitality to your Ailing Parts.

Don't allow doubt and prejudice keep you from a Health System which gives such remarkable results to those seeking its aid.

Phone or call for a free consultation

**Dr. Fannie I. Medow  
Chiropractor**

38 N. Auburn

Phone Black 125

Office hours—10-12; 2-5; Fridays, 10-1 p. m. and by appointment

**Wheeler Heights Tract**

Corner Sunnyside and Grand View Ave.

Nothing Better—All Ready to Build On—Reasonable Restrictions—Fine View—Your Neighbors Will Be the Best.

**Large Lots for \$950**

**E. A. MILLER**

**A Disabled Veteran's  
Magazine Agency**

**Renew Your Subscriptions Now  
and Save Money**

Write, stop in, or phone for catalog

**GERALD D. FRENCH**

Phone Blue 187

188 E. Central Ave.

**Last Chance  
To Register  
On Saturday**

City Clerk Louis Dietz is the registration deputy for Sierra Madre. Voters who have not registered since Jan. 1, or who have moved to another precinct since registering, should see him at the city hall before noon on Saturday, Oct. 4, and register for the presidential election in November.

Reports which have been given out by Secretary of State Frank Jordan indicate that only 42 per cent of the registered voters of California went to the polls at the last election, August 26th. This percentage is characteristic of reports which come from all sections of the country, and indicates the lack of appreciation on the part of the American of his duties as a citizen. The right to vote is a privilege provided and insured by the constitution of the United States. The principle of a government by all of the people is an American fundamental because our forefathers believed that the government should be controlled by the composite mind of all the people.

Saturday Last Day

Californians in order to assure the proper use of the ballot have adopted an election law which provides that all voters of the state must register at least 30 days before an election. Persons who have not registered since January 1st will be required to inscribe their names on the great register of California prior to October 4th if they expect to vote at the general election on November 4th. Three major political factions are now battling for supremacy in a nation-wide contest over principles of vital importance to the future prosperity of California.

If, as in 1920, less than 50 per cent of the citizens of the nation go to the polls on November 4th the new federal administration may be aptly said to represent a minority. Minority rule differs from tyranny in the degree that the minority is that of a group of tyrants.

For Miss Mildred Emery of North Hermosa avenue, who recently announced her engagement to Roland Joseph O'Farrell of San Francisco, Mrs. Howard Harper entertained with a Mah Jongg party and miscellaneous shower at her home in Beverly Hills. Places were marked for fifteen, Misses Gladys Kraft and Camilla Emery being the Sierra Madre guests.

**NEWS WANTADS PAY**



**Plant Bulbs**

**Daffodils  
Spanish Iris  
Freeseias  
Ranunculus  
Amaryllis  
Montbretias  
Cluster Narcissus**

**Plant Now**

**Ward Nursery**  
Mt Trail & Laurel Aves  
Phone Blue 29

**SAVE BOTH  
FISH and  
POWER**

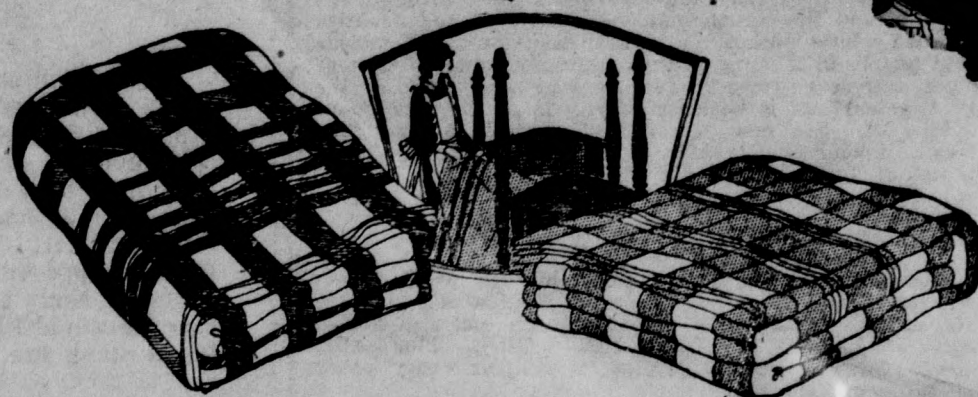
**VOTE NO**

**On Initiative  
Measure**

**Number 11**

Election November 4.

**The One Big  
BLANKET SALE  
OF THE YEAR**



Our Big Annual Blanket Sale is now on. This is your opportunity to get your winter blankets at a good saving. We invite comparison as to price and quality.

**BLANKETS—**

—64x76 cotton blankets, in white, grey and tan, best quality of soft finish cotton. . \$2.95

**BLANKETS—**

—66x80 extra heavy cotton blankets suitable for outdoor use, in dark grey only. . . 3.95

**BLANKETS—**

—66x80 wool finished blankets, heavy, soft quality, come in blocks and plaids, tan, grey, blue, pink, lavender, yellow—  
—4.69

**BLANKETS—**

—66x80 wool mixed blankets, in fine heavy quality, come in plaids of different colors  
—6.75

**BLANKETS—**

—66x80 all wool blankets, soft and heavy; these are positively pure wool and fine assortment of plaids. . . . . 8.45

**BLANKETS—**

—62x84 heavy single dark grey camping blanket, an extra good value . . . . . 5.50

**SHEETS—81x90 good heavy seamless sheets. . . . . \$1.48**

Limit of 4 to each customer

5 Kersting Court.  
Black 85

**J. F. SADLER & CO.**

**Del Norte Also  
For River Power**

In support of the recent statement of W. E. Barney of Trinidad, attacking the Fish and Game Commission's stand in attempting to stop development of Klamath river power, comes the announcement of Fred Endert of Crescent City, that Del Norte supervisors and civic bodies are rallying to the aid of the progressive development forces.

According to Endert the Crescent City Chamber of Commerce, the Del Norte Chamber of Commerce, the Smith River Chamber of Commerce and the board of supervisors have adopted resolutions opposing the fish commission's efforts to forever prevent the development of the unappropriated power resources of the Klamath river.

**Politicians Hit as  
Foes of Prosperity**

Politicians have attempted to stifle the development of Muscle Shoals. They are now attempting to stifle an even greater project in California.

This is the situation regarding the attempt which is being made to pass initiative measure, Number Eleven, at the November election. It is pointed out that passage of this measure would forever prevent the development of more than 500,000 h. p. on the Klamath river and which is better in quality and four times greater in quantity than the Muscle Shoals project on the Tennessee river.

The Eureka Chamber of Commerce in seeking defeat of initiative measure, Number Eleven, points out that to develop this power more than \$100,000,000 must be expended for construction purposes alone and the power will be worth \$25,000,000 a year.

"Vote No," says the chamber of commerce.

**Monster Crabs**

King crabs, found mostly off the islands of Japan, measure from three feet to five feet from tip to tip of their great claws. The largest ever caught is recorded as having been nineteen feet from tip to tip.

NEWS WANTADS PAY

**First Battle  
Of the Year  
On Gridiron**

After establishing itself in its opening game with Caltech as one of the most powerful eleven that has stepped on a western gridiron in recent years, the University of Southern California will have its defensive strength tested for the first time this year when it meets Pomona College in the Coliseum Saturday.

Coach Eugene Nixon brings into town from Claremont for the annual Sagehen-Trojan struggle one of the smoothest-running grid clubs that has represented Pomona in recent years. The Pomonans lost only one letter-man this season from the team that won the Southern California Conference Championship in 1923. With this wealth of seasoned material on hand at the start of the year, Coach Nixon has built up a machine that is already hitting its mid-stream stride.

Always strong in the forward pass department, Pomona will probably lay its every chance for victory on an aerial attack. This will present an excellent chance for the local critics to get a line on just what kind of a counter-punch "Gloomy Gus" has planned to foil the forward pass offensives the Trojans will probably rub up against in the Conference this fall. California and Idaho have long been the west's leading exponents of the pass method for gaining ground, and U. S. C. tangles with both schools on its schedule.

**Alligators Protected**

Alligators must not be pursued, caught, killed or injured in any way between September 30 and March 1 in Mexico.

**NEWS WANTADS PAY**

**Dr. H. C. Forsyth  
EYES EXAMINED**

Visual defects and imbalances of ocular muscles

Hours: 2-5 p. m. Mon. & Wed.

10-4 p. m. Saturdays

Appointment phone Main 186

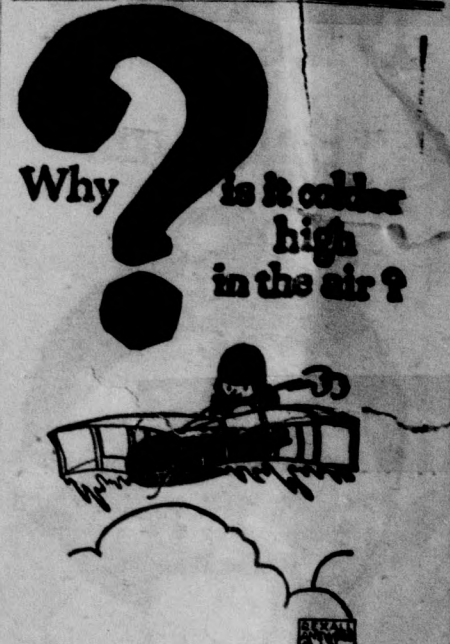
Office 71 Baldwin, Sierra Madre

Los Angeles Office  
404 Auditorium Building

**FORM STUDY  
CLASS HERE**

All who are interested in forming a Unity-Metaphysical study and expression class are cordially invited to meet on Friday, Oct. 10, at 2:30 p. m., at 105 E. Central avenue. Mrs. Edna Davidson of Monrovia will be the teacher of this class. Mrs. Davidson was formerly a high school principal, college professor, and president of a prominent woman's club, so the promoters feel they are very fortunate in having such a charming and competent woman for their teacher.

The Woman's Guild will meet every Friday afternoon in the Parish House at 2:30. Preparations for the annual bazaar, Nov. 20-21 are being made. A full attendance is expected at each meeting.



—because the earth has absorbed a supply of heat from the sun. The farther one goes away from this heat, the colder the air becomes. How balmy the feeling of

**Puretest** Glycerin and Rose Water when icy winds bite into the skin and leave it chapped and sore! Puretest Glycerin and Rose Water is not only wonderfully soothing on chapped hands and faces, but a delightful lotion after shaving. Delicately fragrant with rose bouquet.

One of 200 Puretest preparations. Every item the best that skill and conscience can produce.

**F. H. Hartman & Son**

The Rexall Drug Store



## Here at Home! ARIA THEATRE Sierra Madre

Program for Week Beginning October 4

MONDAY—

### OF THE LIMBERLOST

Porter's biggest selling and most beloved novel. Fitzroy, Pat O'Malley, and many others. The of the great outdoors are strewn through the and the screen makes these riches and beauties whose pathos and tender sentiment will endear al people in a story that is intensely human. One of you will never forget. Just finished a long run at the mission (Los Angeles) and is booking heavily in all the best theaters. Don't miss it. See one of the best pictures of the year while it is fresh, at your own theater.

12th Chapter of THE SANTA FE TRAIL.

TUESDAY AND WEDNESDAY—

### DESERT DRIVEN

Not the Sahara Desert shown last week, but the great American desert. Harry Carey in a real Western. Thrills and romance with plenty of action. Courage and cactus, chivalry and sage-brush. The closing episode of THE TELEPHONE GIRL. This series will be followed by THE GO-GETTERS; a chapter every other Tuesday and Wednesday.

THURSDAY AND FRIDAY—

### THE RECKLESS AGE

A Universal jewel. REGINALD DENNY; the same star, the same director and the same producer that you had in Sporting Youth. A picture of "pep." A real cure for the blues. Life, love, and laughter. A transcription of the Saturday Evening Post story, "Love Insurance. Right up to the minute, with lots of comedy and thrills. Clean sport. Another one fresh from its first run in the city.

COMEDY.

SATURDAY AND MONDAY—

### HER TEMPORARY HUSBAND

Like the Galloping Fish, this is a big comedy from First National. Owen Moore, Sidney Chaplin and Sylvia Breamer.

## WELSHER'S

### High Class Groceries and Meats

Nationally Advertised Goods  
Fresh Fruits and Vegetables

No. 1 Steer Beef

No. 1 Lambs

Swift's Premium Hams and Bacon

Two deliveries daily---9:30 and 2:30

### M. D. WELSHER CENTRAL MARKET

Meats Main 97  
Groceries Main 6

Central and Baldwin

## McCLOSKEY BROTHERS

CONTRACTING IN

### Painting, Paper Hanging and Sign Writing

Paint Now and Save Money

Tel. Red 49, Sierra Madre 148 N. Mt. Trail

## Men's Wear!

### Bargains

#### Hosiery

for men, women and children

#### Underwear

for men and boys

#### Hiking

Work Clothes

for men and boys

#### Dress Pants

for men

#### Shirts, Collars,

Ties

for men and boys

All at less than

Los Angeles

Prices

Pressing and Cleaning

Open Evenings

### SIERRA MADRE BARGAIN STORE

MAX SILVERMAN

Blue 184

20 W. Central

## SIERRA MADRE NEWS

Published by  
THE SIERRA MADRE PRESS, Incorporated  
Telephone Black 42  
GEORGE B. MORGRIDGE, Managing Editor

Entered as second class matter at the post office at Sierra Madre, Calif., under the act of March 3, 1879

## EDITORIAL COMMENT

### Just for a Smoke

Wrong emphasis has been placed on the match with which that Los Angeles baker started a month's forest fire. He has been painted as an arch criminal, responsible for wholesale destruction for which thousands will suffer. The thing that is too often overlooked is the mere freak of chance that made it his match instead of that of some other smoker. Thousands of others are just as careless. But it happened to be his match, and he happened to be caught. Next time you see some one like that, ask him how he would like to spend a month on a "hot line" fighting a brush fire.

\*\*\*

### Live and Learn

Two things ought to come out of this season's mountain fires. First, there must be adequate organization, with standard campaign practices which can be put into effect for a fire of any magnitude; second, there must be an executive head and a personnel under him with some capacity for profiting by experience.

There seems to be no reason why there could not be standard tactics in mountain fire fighting just the same as in military practice. Of course fires are always unexpected and at inconvenient places. But many things can be planned in advance. For instance, a given number of men will require certain supplies, food, water, implements, medical supplies, camp cooking equipment, pack animals, blankets and emergency clothing supplies. Part of these things should be always on hand, distributed at convenient points. Where the rest can be secured should be known always.

These things should be a matter of record, information instantly available to any man in the organization, and not left to the memory of one man.

It would also seem quite elementary that every headquarters and base of operations should be plentifully supplied with maps. For the first two weeks of the fire the Sierra Madre headquarters had no map except a crude sketch made for tourist use. The government topographical maps are the best available but need many corrections. Some important landscape features are wrongly named. Others are not named at all. Many new trails should be marked, and a plentiful supply of the maps provided so that men telephoning from one base to another can give definite information as to locations.

These things sound very simple, but it seems to be necessary to hammer even simple things into some heads. With the first rain and apparent safety from fires a large part of the public interest and indignation which has been aroused in the fire problem will die out as it has in the past.

Sierra Madre's mountain side has been spared from fires for many years, longer than almost any other section of the range. It is up to Sierra Madre people to keep busy and insist on future protection.

\*\*\*

### Worth Trying

Go to church next Sunday. It won't hurt you, and it probably won't hurt anyone else.

The churches of Sierra Madre deserve the support of the entire community. The city could not well dispense with them. It could not afford even to try getting along without them.

Some church people appear to have the idea that they are paying too much for what they get out of their church. The remedy is not to cut down their financial support but to put in more thought and effort and help build up a better church which will give them greater returns for their money.

In a community like Sierra Madre there are also many people who have been active elsewhere but for some reason have not participated in church work after changing their place of residence. These people owe it to themselves and to the community to contribute the benefit of their ability and experience to one of the local churches.

Anyone ought to be able to find a pleasant church home in Sierra Madre. The major schools of religious thought are represented here, each presented by able, scholarly expositors. The churches are cordial to strangers, unusually so as compared with most communities. The dread of making a start in a strange place should not hold anyone back.

The first Sunday in October has come to have a nationwide observance as "Go to Church Sunday." Why not try it?

\*\*\*

### His Mistake

"We made a mistake in last week's issue," says the editor of a Connecticut paper. "A good subscriber told us about it. The same day there was a letter in our post-office box that didn't belong to us. We called 98 over the telephone and got 198. We asked for a spool of No. 50 thread and when we got home we found that it was No. 60. The train was reported 30 minutes late. We arrived at the depot 20 minutes after train time and the train was gone. We got our milk bill and there was a mistake of 10c in our favor. We felt sick and the doctor said we were eating too much meat. We hadn't tasted meat for two months. The garage man said the jitney was missing because it needed a new timer. We cleaned a spark plug and it's run fine ever since. Yes, we made a mistake in last week's issue of the paper."

### SENSIBLE ADVICE

## "Send It to the Laundry"

Troy Service is Sensible Service

DRY CLEANING

### Troy Laundry Service

ROY EDWARDS, AGENT

Red 42 Langley's Barber Shop 11 Kersting Court

## COLONIAL THEATRE

Monrovia, California

During Summer Months First Show at 7:15; Second, 9:00  
P. M. Saturday and Sunday Shows Start at 6 P. M.

Sunday, Monday and Tuesday, October 5, 6 and 7—

NORMA TALMADGE, in her greatest effort  
"SECRETS"

Supported by Eugene O'Brien. A play of springtime love that lived through life's cold winter; a play of emotions; a play of a wife's secrets, things no one but the man and woman know; a play of mysteries; for all of wedlock's secrets are. You'll be happier for seeing it; wives will know their husbands better; husbands will love their wives more.

COMEDY.

Wednesday and Thursday, October 8 and 9—

JANE NOVAK, in  
"THE LULLABY"

See this magnificent tribute to the glory of eternal Motherhood! A little peasant mother, caught in the swirling tide of Destiny, and swept through the scorching fires of a life that too often forgets the humble.

COMEDY.

Friday and Saturday, October 10 and 11—

### "THE SIGNAL TOWER"

Featuring VIRGINIA VALLI, WALLACE BEERY and ROCK-LIFFE FELLOWES. If you love action, excitement, thrills, suspense and laughter, don't fail to see this great picture. See the greatest, most realistic railroad wreck ever screened—See the runaway train filled with passengers—Watch the signal tower flash the dread signal, "Runaway Train"—See the greatest awe-inspiring picture ever screened. It's a clean railroad story, packed with thrills and action.

COMEDY.

## Klamath Power Is Necessity For All State, He Declares

Had Klamath river power been developed there would have been no power shortage in Central and Southern California, declared T. W. Hine, president of the Eureka Chamber of Commerce. Hine, who is one of the leaders in the campaign to defeat initiative measure, Number Eleven, at the November election, said Klamath river power could have amply supplied Northern California, thereby permitting the diversion of Sierra power for the use of Southern California. Hine declared it is vital for farmers and everyone throughout the state to vote "No" on initiative measure, Number Eleven, at the November election.

NEWS WANTADS PAY



DAWN-FRESH AND CLEAN AS  
THE DEW

Thus does our Kaptain Klean describe the cleaning processes we use to renew your soiled garments. You can safely send us your fine silk things. The methods used by our modern cleaners improve the wear as well as the looks of a garment.

### SIERRA MADRE TAILORS

W. E. CRAIG  
Blue 194 14 W. Central

## PASADENA AMUSEMENTS

### F. O. 833 STRAND

Shows: 1:15, 2:50, 3:30, 4:45, 6:20, 7:30, 9:15

### RUDOLPH VALENTINO in Monsieur Beaucaire

### F. O. 2623 FLORENCE Shows 2, 3:30, 7, 9,

### MARION DAVIES in her latest and greatest film sensation YOLANDA

### Phone Colo. 132 RAYMOND

THE RAYMOND PLAYERS Present

### She Walked in Her Sleep

a swiftly moving comedy drama that is 97% thrill

Evenings 8:20; Matinees Wed., Sat., and Sun.

### Phone F. O. 3664 EGYPTIAN Shows 1, 3, 5, 7, 9

FRIDAY NIGHT ONLY

THE MESSRS. SHUBERT Present

EDDIE DOWLING, in

### Sally, Irene and Mary

a joyous musical comedy of youth

Try Our Wantads for Results



**LADIES' STRAP PUMPS**

in black kid and satin. Children's School Shoes with Us-kide sole; sizes 8½ to 2, priced

\$2.15 and \$2.45

**OLSEN'S SHOE STORE**

34 N. Baldwin Ave.

Green 38

**ARCADIA THEATER**

Friday and Saturday, Oct. 3 and 4—

**DEFYING DESTINY**

Featuring MONTE BLUE and IRENE RICH.  
Comedies: "CAVE INN" and "TELEPHONE GIRL."

Sunday and Monday, Oct. 5 and 6—

**REVELATIONS**

ALL STARS, including VIOLA DANIALS, LEW CODY, MONTE BLUE, MARGIE DAW and others.  
HODG-PODG—Comedies.

Tuesday, Wednesday and Thursday, Oct. 7, 8 and 9—

**SINGLE WIVES**

By CORINNIE GRIFFITH and MILTON SILLS.  
Comedy—"HANG ON."

Friday and Saturday, Oct. 10 and 11—

**BREAD**

From the great novel by Chas. G. Norris. A slice of real life, featuring HOBART BOSWORTH, MAE BUSCH, PAT O'MALHIE, and others.

Comedies: "TELEPHONE GIRL" and "KINDOGRAMS."

PRICES:  
6 to 12 years, 10c—Adults, 25c—Loges, 30c

**RIGHT ON YOUR WAY**

—First stop on the Boulevard going west!

Oils, Tires and Service

17c GAS—6 gals. for \$1.00

**MOUNTAIN VIEW**

SERVICE STATION

J. N. DE TEMPLE

Foothill Blvd. and Chapman Road (East Pasadena Ave.)

COLD WEATHER IS HERE—SEE US FOR

**Coal—Wood—Briquets**

PRICES RIGHT—PROMPT DELIVERY

**Elkin feed and Fuel**

Black 22

43 North Baldwin

**GEO. A. OSWALD**

REAL ESTATE, INSURANCE, LOANS  
RENTALS, EXCHANGES

6 North Baldwin Avenue

Phone Office Blue 100.

Residence Green 114

**SERVICE**

PLUS

**COMFORT AND SAFETY**

1115 Miles of Standard Gauge Track, closely connecting practically all important Southland cities with—

**CONVENIENT, DEPENDABLE and  
ECONOMICAL Service**

Many delightful Week-End Trips to Beach and Mountain Resorts, Parks and Picnic-Grounds may be made via our lines

Ask Agents or Information Bureaus concerning Fares and Train Schedules

**Pacific Electric Railway**

O. A. SMITH, Passenger Traffic Manager, Los Angeles

**Factors That Will Benefit Retail Store**

Even sunlight and shadows have their influence on buyers and must be considered in selecting a location for certain kinds of retail establishments, according to Domestic Commerce Division of the Department of Commerce in "Retail Store Location," the second pamphlet of a series under preparation to help the American retailer overcome his more difficult business problems.

Proper store location is one of the most vital problems of retailing and upon its solution depends in a large part the success of the venture, the Domestic Commerce Division says. A good location is frequently a store's best asset while a poor location may be the cause of failure even when sound merchandising policies are practiced.

The loss to society of the wasted effort and capital of the many men who fail in the retail business is a real economic problem and is worthy of much research for preventive measures. It is believed that the securing of the proper location for the store is one measure that will obviate many of the casualties. The chain stores have led in this respect, and their achievements that show the practicability of the application of the factors in store location to actual business endeavor.

**Effect of Sunlight**

Sunlight is both good and bad, the Division points out in summarizing some of the many factors having bearing on the selection of a proper business site. There is nearly always a favored side of the street. Women do most of their shopping in the hottest part of the day and are naturally inclined to seek the shady side. The heat, light, and glare affect and even ruin some displays, although in certain trades the sunny side may be preferred. An analysis of sales may show that the largest business in some goods is done in the winter months, during which time the traffic may follow the sunlight. The rent is usually cheaper on the sunny side.

In considering a community the number and class of wage earners and permanency of the industries should be analyzed. Some industries are intermittent, creating during

boom times a false impression of continued prosperity. The male dominates some cities such as Bridgeport, Hartford, Worcester, and Akron, while other communities are preponderantly feminine, such as Haverhill, Lynn, Lowell and Fall River.

**Fear of Competition**

Competition, the number and size of present stores, their financial strength, character of stock and service offered are some of the questions which should be examined in considering the market or trade territory. It need not be thought, however, that because competitors show apathy and small sales that there are no potential sales. It has been found frequently when a new and thrifty merchant enters the retail field that not only his business is successful, but also that the business of his competitors increases.

Some stores opened on street car lines thrive while others do not. Street cars coming from one district will bring a different class of trade from that brought by cars coming from another district. Customers with automobiles may prefer to go to side streets to avoid the traffic and find parking space. Frequency of service and the fare of either street cars or bus lines have their effect.

**Neighbor Factors**

Old tumble down structures, empty buildings, billboards, or other unattractive features often drive people to the other side of the street. Most women avoid smoke, noise, bad odors, or dust, and if one side of the street is more pleasant in any of these particulars, it will be preferred by pedestrians. Consequently, places near old successful stores may be of great value. Superstition also comes in, for locations noted for a number of failures become known as "hoodooed."

Analysis of the passing traffic with regard to types of goods purveyed is essential. The actual volume of traffic may be analyzed by the hours of the day. Large crowds of working people hurrying to and from factories at times of opening and closing are not good customers for some types of goods. The hours at which traffic is heaviest are important as indicating the purpose on which it is bent. Women are more important to department stores and men to cigar stores.

Drowsy and inefficient clerks are the usual result of poorly ventilated buildings, the pamphlet says in a paragraph devoted to store buildings and construction. In another paragraph entitled "relation to consumers'

**Keep a Kodak Handy**

Just outside your front door, all summer long, you'll find these intimate home scenes that make such splendid Kodak pictures. They're the ones that form the "priceless" part of any Kodak diary.

We're here to help you photographically. Kodaks—all models; film—all sizes; accessories—all kinds; and helpful advice on picture making.

At our Kodak counter

**Woodson F. Jones**

Main 182—31 N. Baldwin

buying habits," the pamphlet asserts that it is a well recognized principle in marketing methods that all sound merchandising policies should start with a consideration of the consumer. The pamphlet known as Trade Information Bulletin No. 269—Retail Store Location—may be obtained upon request to the Department of Commerce in Washington, or upon application to any of the Department's offices in various cities. It was prepared under the direction of

Laurence A. Hansen, formerly with the Boston Retail Trade Board and later managing director of the Massachusetts Retail Merchants association. The data were gathered directly from prominent retailers all over the country, representing the co-ordinated opinions of the most progressive retail agencies and presenting an approach to the solution of a vital problem, according to A. H. Onthank, Chief, of the Domestic Commerce Division.

NEWS WANTADS FOR QUICK RETURNS

**How Money Grows**

An investment fund at compound interest doubles every ten years at 7%; every twelve years at 6%; every fourteen years at 5%—provided the fund is safely invested and interest is steadily reinvested.

For the average man, dependent upon his own effort, this is the surest way of building up a substantial surplus.

Public Utility securities offer such an opportunity. They are safe and they are negotiable. He can sell them if he wishes. He can borrow money on them. He can depend on a fixed income. Dividends are payable quarterly. To collect, the owner merely has to cash the check which is mailed to him.

**Edison 7% Cumulative Preferred Stock**

PRICE: \$105 per share cash, or  
\$106 at \$5 per share per month

**Southern California Edison Company**

415 South Myrtle Avenue, Monrovia, California. Phone Main 6

Sierra Madre Office, Kersting Block, Phone Blue 42

USE THE COUPON

Investment Dept.,  
Edison Bldg., Los Angeles, Cal.  
Kindly send me data re you 7%  
Preferred Stock.  
Name \_\_\_\_\_  
Address \_\_\_\_\_





## WHO GETS THE MOST FOR HIS MONEY?

**THE FELLOW WHO BUYS HAPHAZARD**—or the chap who puts his every-day purchasing on a business basis?

**THE LATTER, OF COURSE.** He is the one who reads the advertisements and discovers just where he can buy what he wants. He is the one who realizes the great value of advertising when it comes to the important business of spending his hard-earned money.

The well-informed shopper **ALWAYS HAS THE ADVANTAGE** when it comes to stretching the dollars. And you can't possibly be up-to-date on the shopping news unless you make a practice of reading **NEWS** advertisements.

**THE ADVERTISEMENTS SHOW YOU** how to save money—and steps—and time. **WATCH THEM CAREFULLY.**

Anything that increases your purchasing power is **WORKING HARD FOR YOU.**

**Make The News Advertisements Serve You Well—Read Them Regularly**

## Norma Says Gene Is Best Film Lover

Four leading men made love to Norma Talmadge in 1923.

And every one, says Norma, had a different manner.

First came Jack Mulhall in "Within the Law." Then Conway Tearle was followed by Joseph Schildkraut in "The Song of Love."

Last came "the perfect lover," Eugene O'Brien, who appears as Norma's leading man in "Secrets," which it is expected, will excel even "Smilin' Through" as a popular and artistic success.

Norma should be the best of all judges of the capabilities of leading men, so her comments are interesting. "Jack Mulhall," says Norma, "has the boyish, good-natured camaraderie in his screen love making. Sincerity marks all his efforts as well as certain ingenuousness."

"Conway Tearle has an entirely different manner. He is deadly serious. He is the type of lover who would go through fire and water to win his lady love of the films."

"Joseph Schildkraut is still another distinctive type. His manner is quite Continental. Polished, graceful and insinuating his photoplay love making should be hard for any maiden to resist."

"Last of all, there is Eugene O'Brien. Newspaper and magazine critics and the thousands of representative 'fans' who constantly write in to the studio proclaim O'Brien 'the perfect lover.'"

"O'Brien is the rugged, commanding, masculine type of lover. He is paternal, husbandly, a shade domineering (and every woman secretly loves to be domineered), but he is always kind."

"It may be the Celtic strain in him which enables him to laugh and caress one moment and rage the next in his screen performances. Gallant, thoughtful, a 'good fellow,' O'Brien is the type of screen lover that women adore just because he does not know his own attraction and devotes himself to pleasing others."

"Secrets" comes to the Colonial at Monrovia next week.

## CARDS AGAIN PLANNED FOR SALE BY CLUB

The Art committee of the Sierra Madre Woman's club will again sponsor the sale of hand decorated Christmas and greeting cards.

The exquisite designs created by Mrs. Homer Tuttle carry such an individualistic spirit of Sierra Madre that the demand last year was most gratifying. Near the holiday season it was difficult to keep up with the demand and a few people had some anxious last moments, lest the eastern friends receive their greetings from the Wistaria town a trifle late. This year, lovely new thoughts are expressed on the cards and samples will be displayed at the first meeting of the club year.

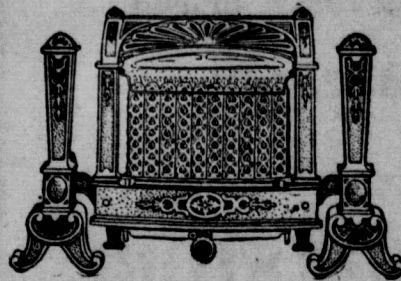
It is hoped that at this time many ladies will avail themselves of the opportunity to make selections. No greetings one might find anywhere could be more satisfying.

Usually the Case.

One may like his friend to succeed, but if he succeeds enormously, one generally loses his companionship.

## WINTER IS COMING!

Have you suitable heaters for making you comfortable during the long, cold rainy evenings?



**HUMPHREY Radiantfire**

is the Acknowledged BEST

Prices \$18 to \$320

We have a large variety of designs of this famous heater on display and can refer you to hundreds of delighted Sierra Madre people who are glad to testify to the merits of the Humphrey.

**SIERRA MADRE HARDWARE CO.**  
Main 98

## CHURCH NOTES

### EPISCOPAL CHURCH

Corner of Baldwin and Laurel Ave.  
The Reverend William Carson Shaw, Rector.

#### Sunday Services

Holy Communion, 8 a.m.

Sunday School, 9:45 a.m.

Morning Prayer, 11 a.m.

A cordial invitation is extended to all who desire to worship at these services.

### CHRISTIAN SCIENCE SOCIETY

Corner Highland and Hermosa Ave.  
9:30 a. m.—Sunday school.

Subject for 11 A. M. Service, Sunday, Oct. 5, "Unreality."

8:00 p. m. Wednesday—Testimonial meeting.

### BETHANY TEMPLE

Corner of Baldwin and Montecito, Rev. Dr. Elwood P. Lyon, Pastor.

Topics for Sunday, Oct. 5:

11 a. m.: "The Better Sacrifice."

7:30 p. m.: A Great Miracle and a Great Message."

9:45 a. m., Sunday School.

Tuesday at 7:30: Bible and teacher training class free to all.

Wednesday, 7:30: "Notable Prayers in the Book of Acts."

### CONGREGATIONAL CHURCH

A community church, open to all who believe in the Lord Jesus Christ.

William A. Tate, Ph. D., minister.

9:45 a. m.—Sunday school.

6:30 p. m.—League of Christian Youth.

11:00 a. m. and 7:30 p. m.—Church services.

Midweek prayer meeting, Wednesday, 7:30 p. m.

The church furnishes Acousticons for the deaf, and welcomes their presence at the services.

You are invited.

NEWS WANTADS PAY

## ST. RITA'S CATHOLIC CHURCH

Corner Baldwin and Alegria Aves.

Rev. Bennet Driscoll, C. P., Pastor.

Sundays and Holy Days of Obligation, masses at 7:30 and 9:00 a. m.

Week days, mass at 7:00 a. m. First Friday mass, 7:30 a. m. Confessions

Saturdays 3:00 p. m. to 6:00 p. m., 7:30 to 9:00 p. m.

## KLAN HORSES MADE USE OF ON THE TRAIL

The recent K. K. K. ceremonial in El Monte had at least one beneficial result in connection with the mountain fire. Once when City Marshal Udell was called upon to produce a bunch of saddle horses on short notice. They were just about as plentiful around here as ice cream sodas on the fire line. DeWitt Jones, editor of the Temple Times, had a happy thought, remembering that in the Klan procession which he witnessed as a spectator a number of saddle horses were used. He told Mr. Udell he would try to locate some stock and drove to El Monte to find a man well known as a Klan official. The latter directed him to a ranch hidden in the Montebello hills for the animals used in the parade. By eight o'clock that night six saddled horses were in Sierra Madre ready for the trail, with or without white robes.

## NOTICE INVITING BIDS

Bids are hereby invited for alterations to Public Library building in accordance with plans and specifications in hands of R. M. Finlayson, architect. Bids will be opened and considered by the Board of Trustees of the Public Library at 7:30 p. m., Oct. 1st, 1924, who reserve the right to reject any or all bids.

MAGGIE G. STEINBERGER, Secretary.

72  
Stores

# Chaffees

WHERE CASH MEETS CREDIT

72  
Stores

---

Hookers Lye ..... 10c

Crab Meat, 1/2s ..... 35c

## Sardines

Booth's 15-oz. Oval Tins 2 CANS 25c

Packed in Tomato, Spiced or Mustard Sauce

---

S. & W. Strawberry JAM

Quart Jars 98c

BEECHNUT SPAGHETTI

17-oz. cans 2 for 25c

---

## Eastern Popcorn—7½c lb.

---

CHAFFEE'S ASSORTED

Boxes 1-Pound 50c

## Chocolates

Assorted Milk and Dark Coatings

You Couldn't Buy Better Chocolates if You Paid \$1.00 Per Lb.

---

SEA ISLAND GOLDEN BROWN SUGAR PURE CANE

1-lb. Sealed Sanitary Packages 10c

B. and M. FISH FLAKES

12½c can

**Burbanks AND Russett Potatoes**  
\$2.40 100 lbs.  
9 lbs. 25c

**Fresh Tomatoes**  
6 lbs. for 25c

## MEATS

Rib Boiling Beef ..... 10c

Pot Roast ..... 15-17c

Rump Roast ..... 20-25c

Lamb Stew ..... 10c

Shoulder Lamb ..... 25c

Pork Roast ..... 18-22c

Veal Stew ..... 15c

Veal Roast ..... 25-30c

Whole or half ham ..... 28c

Whole or half Bacon ..... 27c

Smoked Shoulder ..... 17c

3 lbs. Libby's Kraut ..... 25c

Sliced Bacon ..... 40c



# School Days

entitle every boy and girl to a

Good Watch

**TUCKER'S**  
Jewelry and Art Shop  
Red 184-18 W. Central



## RESOLUTION OF INTENTION NO. 217

A RESOLUTION OF THE BOARD OF TRUSTEES OF THE CITY OF SIERRA MADRE DECLARING ITS INTENTION TO IMPROVE A PORTION OF HIGHLAND AVENUE IN THE CITY OF SIERRA MADRE AND DETERMINING THAT SERIAL BONDS SHALL BE ISSUED TO REPRESENT SAID COSTS AND EXPENSES AND FIXING A TIME AND PLACE FOR HEARING OBJECTIONS TO SAID WORK OR IMPROVEMENT.

The Board of Trustees of the City of Sierra Madre do resolve as follows:

SECTION 1: That the public interest and convenience require and that it is the intention of the Board of Trustees of the City of Sierra Madre to order the following street work and improvement to be done, to-wit:

### HIGHLAND AVENUE

between the Western line of Baldwin Avenue and a line drawn twelve (12) feet westerly from and parallel with the Eastern line of Auburn Avenue, including all intersections and terminations with all intersecting and terminating streets, be improved by the construction of cement sidewalks except where cement sidewalks have already been constructed and are now to the official line and grade of the streets, as shown on Special Improvement Plans hereinafter referred to.

SECTION 2: That all of the work aforesaid shall be done in accordance with and to the grades shown on Special Improvement Plans, Profiles, and Cross-sections No. 121 on file in the office of the City Engineer of the City of Sierra Madre and in further accordance with Special Specifications for said work on file in the office of the City Clerk of said City, adopted by the Board of Trustees of the City of Sierra Madre by Resolution No. 216 of said City. Said Special Improvement Plans, Cross-sections and Profiles and Special Specifications are hereby referred to for full and detailed description of said proposed work or improvement and for the description of the grade

to which the work is to be done and are made a part hereof.

All streets and avenues referred to in this Resolution are public streets of said City of Sierra Madre.

SECTION 3: The said Board of Trustees also determines and declares that serial bonds bearing interest at the rate of seven (7) per cent per annum shall be issued to represent each assessment of Twenty-Five (25) Dollars or more remaining unpaid for twenty days after the date of the warrant. Said serial bonds shall extend over a period ending nine (9) years from the second day of January next succeeding the fifteenth (15) day of the next November following their date. Payments on the principal of unpaid assessments and interest shall be made by property owners to the City Treasurer and the same shall be disbursed by him, all as provided in the said "Improvement Act of 1911."

SECTION 4: Notice is hereby given that on Thursday, the 23rd day of October, 1924, at the hour of 7:30 o'clock P. M. of said day, in the Council Chamber of the Board of Trustees of said City of Sierra Madre in the City Hall of said City, located in Room F, Kersting Court in said City, any and all persons having any objections to said proposed work or improvement may appear before said Board of Trustees and show cause why said proposed improvement should not be carried out in accordance with this Resolution.

SECTION 5: All the proceedings for the aforesaid improvement and for the issuance of said bonds shall be had and taken under and in accordance with an Act of the Legislature of the State of California, known and designated as the "Improvement Act of 1911," approved April 7, 1911 and under all Acts supplementary thereto or amendatory thereof.

SECTION 6: The Superintendent of Streets shall immediately post or cause to be posted conspicuously along the line of said contemplated work or improvement notices of the passage of this Resolution in the manner and the form required by law.

SECTION 7: The City Clerk shall certify to the passage of this Resolution and shall cause the same to be published twice in the Sierra Madre News, a weekly newspaper published and circulated in said City of Sierra Madre and hereby designated for that purpose. Said Board of Trustees does not deem it advisable that the City Clerk mail copies of the "Notice of Improvement" to the owners or reputed owners of property and the mailing of such notices is hereby dispensed with.

The foregoing Resolution was adopted at a regular meeting of the Board of Trustees of the City of Sierra Madre, held on the 25th day of September, 1924, by the affirmative vote of at least three Trustees, to-wit:

Ayes: Trustees Bacon, Karicofe, Topping and Sparks.

Noes: None.

Absent: Trustee Porter.

and signed and approved this 25th day of September, 1924.

J. D. SPARKS,  
President of the Board of Trustees.  
Attest:  
L. DIETZ,  
City Clerk.

## NOTICE OF AWARD OF CONTRACT

Pursuant to Statutes and to the Resolution of Award No. 218 of the Board of Trustees of the City of Sierra Madre, adopted September 25th, 1924, directing this notice, notice is hereby given that said Board of Trustees in open session on the 11th day of September, 1924, publicly opened, examined and declared all sealed proposals or bids for the following work, to-wit:

That all that portion of MOUNTAIN TRAIL AVENUE

between the Southern line of Central Avenue and the Northern line of Lowell Avenue prolonged Easterly across said Mountain Trail Avenue, including all intersections and terminations with intersecting and terminating streets, be improved by certain grading and by the construction of two (2) inch oiled macadam pavement, and also a concrete gutter along the East line of the road way of said Mountain Trail Avenue, and also the construction of a cement top on the existing rock gutter along the West line of the roadway of said Mountain Trail Avenue, all as shown on the Special Improvement Plans hereinafter referred to, and all other work or improvement described in Resolution No. 196 being the Resolution of Intention for said work or improvement, in the manner and within the limits designated in said Resolution, and reference is hereby made to said Resolution for a further and more complete description of said work or improvement and the description of said work or improvement in said Resolution contained is hereby expressly adopted and made a part hereof, the same as though fully set forth herein.

That all of the work aforesaid shall be done in accordance with and to the grades shown on Special Improvement Plans, Cross-sections and Profiles No. 107 on file in the office of the City Engineer of the City of Sierra Madre and in further accordance with Special Specifications for said work on file in the office of the City Clerk of said City, adopted by the Board of Trustees of the City of Sierra Madre by Resolution No. 195 of said City. Said Special Improvement Plans, Cross-sections and Profiles and Special Specifications are hereby referred to for full and detailed description of said proposed work or improvement, and for the description of the grade to which the work is to be done and are made a part hereof.

That the said work or improvement, in the opinion of said Board of Trustees of said City, is of more than local or ordinary public benefit, and said Board of Trustees declares that the district to be benefited by said work or improvement, and to be assessed to pay the costs and expenses thereof is described in said Resolution of Intention No. 196 to which said Resolution reference is hereby made for a description of said district.

That said Board of Trustees also determines and declares that serial bonds bearing interest at the rate of seven per cent (7%) per annum shall be issued to represent each assessment of twenty-five dollars (\$25.00) or more remaining unpaid for twenty (20) days after the date of the warrant. Said serial bonds shall extend over a period ending nine (9) years from the second day of January next succeeding the fifteenth day of the next November following their date. Payments on the principal of unpaid assessments and interest shall be made by property owners to the City Treasurer and the same shall be disbursed by him, all as provided in the "Improvement Act of 1911," hereinafter referred to.

That the proceedings for the aforesaid improvement shall be had and taken under and in accordance with an Act of the Legislature of the State of California designated and known as the "Improvement Act of 1911," approved April 7, 1911, and under all Acts supplementary thereto or amendatory thereof.

And thereafter, to-wit: On the 25th day of September, 1924, said Board of Directors awarded the contract for said work to the lowest, regular, responsible bidder, to-wit: To Pasadena Paving Co., at the prices named for said work in their proposal, on file, to-wit:

9.4 cents per square foot for oiled macadam paving and grading,  
22 cents per square foot for concrete gutter,  
19.9 cents per square foot for concrete top on existing rock gutter.

L. DIETZ,  
City Clerk and Ex-Officio Clerk of the Board of Trustees of the City of Sierra Madre.  
Sierra Madre, California, September 25, 1924. (1c2)

## NOTICE INVITING SEALED PROPOSALS

Pursuant to the "Improvement Act of 1911" and all Acts supplementary thereto or amendatory thereof and to Resolution No. 214 of the Board of Trustees of the City of Sierra Madre, adopted on the 25th day of September, 1924, directing this Notice, the undersigned, City Clerk and Ex-Officio Clerk of the Board of Trustees of the City of Sierra Madre, hereby gives notice that he invites and will receive up to eight o'clock P. M. of Thursday, October 23, 1924, at his office in the City Hall of said City of Sierra Madre, sealed proposals or bids for doing the following street work, to-wit: The work of improvement on a

## Senator Nelson Hits Fish Board

State Leader Declares Body Has Broken Law, Gone Too Far

Senator H. C. Nelson of Humboldt county, openly charges the State Fish and Game Commission with violation of the California state law, in a statement he has made public.

According to Senator Nelson, the commission has not only violated the law, but is exceeding its authority and seeking to strangle the development of a large section of Northern California.

He charges the commission with allowing a cannery on the Klamath river to net steelhead trout. This was allowed, he declared, in violation of the law.

In further charging the commission with exceeding its authority and seeking to strangle the development of Northern California, Senator Nelson attacked the action of the game board in sponsoring the initiative measure, Number Eleven, at the November election, which would create a fish preserve on the Klamath river, and forever prevent the development of power resources, in the face of United States government guarantees that fish will be protected when development is undertaken.

"Many people believe," said Senator Nelson, "that the power of the Klamath river should be utilized in the establishment of industries. Projects under way should be allowed to be completed."

"This is of vital importance, not alone to Northern California but the whole state, and we believe that the state Fish and Game Commission is altogether exceeding its authority in appealing to sentiment and prejudice and is seeking to strangle the future development of a large section of the state upon what it claims to be the interest of fish and game."

Under the provisions of the Federal Power Commission "existing conditions" of fish migration and culture must be maintained along with power development projects. This provision alone, it is held, does away with the strongest argument in favor of initiative measure, Number Eleven.

## NEWS WANTADS PAY

part of Baldwin Avenue in said City of Sierra Madre, described in Section 1 of Resolution of Intention No. 203 of said City of Sierra Madre and being the Resolution of Intention for said work or improvement, in the manner and within the limits designated in said Resolution and to which said Resolution of Intention No. 203 reference is hereby made for a further and more complete description of said work or improvement and the Special Specifications of which, referred to in said description, are on file in the office of said City Clerk and also conspicuously posted near the Council Chamber door of said Board of Trustees and the description of said work or improvement in said Resolution of Intention No. 203 contained, is hereby expressly adopted and made a part hereof, the same as though fully set forth herein.

Builders must file with each proposal or bid, a check payable to said City of Sierra Madre, certified by a responsible bank, for an amount which shall not be less than ten per cent of the aggregate of the proposal, or a bond for said amount and so payable, signed by the bidder and two sureties who shall justify before any officer competent to administer an oath, in double the said amount and over and above all statutory exemptions.

Dated at the office of the City Clerk of said City of Sierra Madre, September 25th, 1924.

L. DIETZ,  
City Clerk of the City of Sierra Madre. (1c2)

## CERTIFICATE OF FICTITIOUS NAME—ALTADENA BUILDING COMPANY

I, J. J. Low, do hereby certify that I am conducting a building and construction business at 334 E. Ventura Street, Altadena, County of Los Angeles, State of California, under the fictitious name of

ALTADENA BUILDING COMPANY that I am the only person interested in said firm, and that I reside at said address, to-wit: 334 E. Ventura Street, Altadena, Los Angeles County, California.

In witness whereof, I have hereunto signed my name this 2nd day of September, 1924.

J. J. LOW.

State of California,  
County of Los Angeles—ss.

On this 2nd day of September, 1924, before me, Robert Mitchell, Notary Public in and for said County and State, personally appeared J. J. Low, known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same.

In witness whereof, I have hereunto set my hand and affixed my seal the day and year in this certificate first above written.

(Seal) ROBERT MITCHELL,  
Notary Public in and for said County and State.

Filed Sept. 23, 1924, L. E. Lamp-ton, County Clerk, by G. S. Clarke, Deputy. (52c3)

## W. D. TILLER Dentist

Hours 8:30-12; 1:30-5  
Office closed on Fridays  
Main 186 71 N. Baldwin

LLOYD L. KREBS, M. D.  
Sierra Madre Office, 90 W. Central  
11 to 1:00 Phone Main 60  
Phone Colo. 630  
Pasadena Office, 461 E. Colorado

F. P. MILLER, M. D.  
Practice limited to diseases of the Lungs and Throat  
Appointments made at any time.  
Call Main 216

E. L. JACKSON, M. D.  
Office and residence 55 N. Auburn Ave.; phone Main 181.  
Hours 10 to 12 and by appointment

GILBERT S. BOVARD, M. D.  
Hours 10-12-30  
Office 8 N. Baldwin phone Main 160  
Residence 159 W. Montecito Ave.  
Phone Black 47  
Secretary's residence phone Blue 26

GEO. W. GROTH, D. O., M. D.  
Also MARY GROTH, D. O.  
Office: Sierra Madre Hospital  
122 N. Baldwin Ave.  
Calls answered day or night  
Phones: Blue 144; (res.) Blue 73

Harry J. Powers, M.D.  
Special Attention to Chest Conditions  
Hours 10-12, 2-5 & by appointment  
Office & residence 65 N. Baldwin  
Phone Main 206

MAY CULBERTSON LAIDLAW  
Osteopathic Physician  
Hours by appointment  
Office and Res., 83 N. Sunnyside  
Phone Green 43

FANNIE I. MEDOW  
CHIROPRACTOR  
NATURE CURE DIETETICS  
Hours: 10-12; 2-5; Fridays 10-1 and by appointment  
Black 125 38 N. Auburn Ave.

Saint-Cyr Sanitarium  
Treatment consists of the Fast Cure and Milk Diet  
No tubercular cases received  
140 S. Hermosa; phone Greer 106

The Maiden City  
Londonderry, in Ireland, is known as "The Maiden City," in allusion to the fact that, although three times besieged in its turbulent career, it was never conquered.

## TRAM

Correct

Elkins

Phone Bl

OSCAR

Piano Pupils

Leschetizky

MONDAY AND TH

Phone Green 168

Res. 363 Sycamore Place

Private Kindergarten

Along Montessori Lines

MISS VINVELA CUMMIN

—terms \$7 a month

Red 202 94 E. Laurel

EDNA STAPLES Y

LIFE INSURANCE

Pacific Mutual—"It pays 5 ways"

Phone Blue 129

Robert M. Finlayson

Architect

Green 24 31 Suffolk

Guaranteed Septic Tanks

Last Forever

D. & J. BUCHAN

Exclusive Agents for

"Hygi-Sept" Septic Tanks

Green 24 31 Su

Blue 207—130 East Montec

JESSIE WARD

LANDSCAPE GARDENER

Plans Furnished—Work Superin-

tended or taken by contract

Call Ward Nursery, Mt. Trail and

Laurel; Phone Blue 29

FRANKLIN BIEDERMAN

Registered Professional Civil En-

gineer in Municipal Engineering.

City Planning, Management, In-

vestigations, Surveys, Reports,

Cost Accounting for Economics,

Water Works, Light and Power

Plants, Sewage, Roads, Streets.

Sierra Madre, California

Spirella Corsets

Attractive New Models

For demonstration phone Green 173

Eleanor Bayne

110 E. Mira Monte

Moving and Transfer

Satisfaction guaranteed. Right

prices on short or long trips.

Sierra Madre Feed & Fuel

Main 50 97 E. Montecito

Phone Green 153—50 E. Grand

View Avenue, Sierra Madre

FRONA V. CLARKE

Pianiste and Teacher

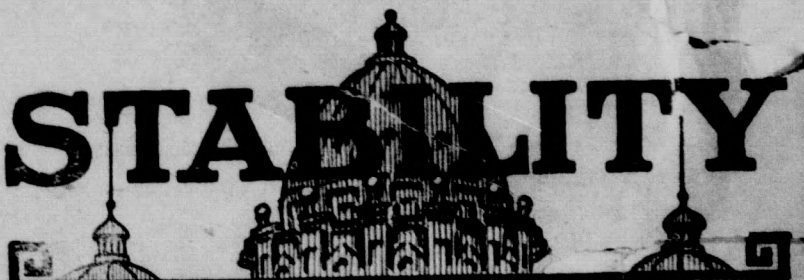
Studio 2117-7th Ave., Los Angeles

Phone Empire 5013

## Try Our Wantads for Results

## The L. W. Blinn Lumber Co.

HIGH GRADE BUILDING MATERIAL  
Rough Lumber, Finish Lumber, Cement, Lath, Plaster  
Wall Board, Sash, Doors, Roofing, Hardwood floors Laid  
FREE PLAN SERVICE  
Main 23 East Montecito Ave.



## GENERAL BANKING

BUSINESS TRANSACTED

TRAVELLER'S CHECKS ISSUED

4% PAID ON TERM DEPOSITS

SAFE DEPOSIT BOXES FOR RENT

Total Resources \$582,022.50

Capital Stock \$40,000 Surplus \$

OFFICERS AND DIRECTORS

H. E. ALLEN, Pres. C. S. KERSTING, Vice

W. H. INGRAHAM, Cashier M. F. SEELEY, Asst. Cash

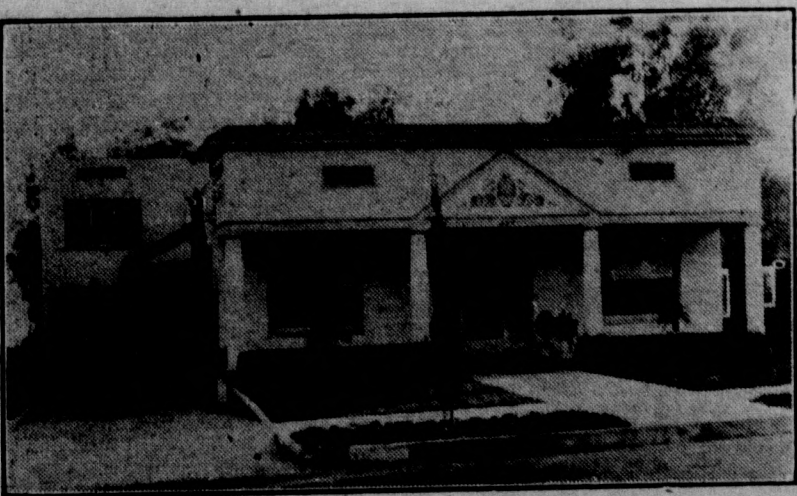
C. W. YERXA C. W. FORMAN F. H. HART

CHAS. S. KERSTING H. E. ALLEN

Sierra Madre Savings Bank

COMMERCIAL

## BERGIEN & CABOT Funeral Directors



Phone Main 27

304 West Central

## It Is Desirable

that the proprietor gives his personal attention to the details of every case. It is natural that he should be best prepared to render the kind of service desired.

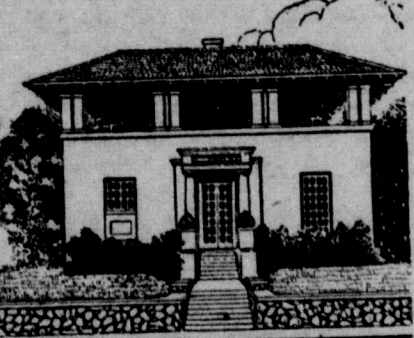
Proprietor service is a feature of the work we do. All those who call upon us may be sure of dealing with the principal.

## GAY FUNERAL PARLORS

Ray A. Grant - Mgr.

Phone Main 93

Lady Assistant





# NORRIS

ESTABLISHED 1887

## VALLEY MAID ICE CREAM

The Standard of Quality and Purity  
Phone orders given careful attention

### OUR BIG 9c SALE

BIG BARGAINS AT  
9c, 19c, 29c, 39c, 49c and up  
Watch for our big colored handbills

Norse Crown fancy Boneless Norway  
**Kipped Herring**  
25c can

### True Blue

The Better Bluing Paddle. The best  
dundry bluing ever made; will not  
break or speck the clothes.  
10c each

### Snowbird Polish Mop

Handle automatically adjusts itself to any position, so you  
can reach out-of-the-way places under low and heavy furni-  
ture with the greatest ease. Our special low prices—

Standard Size..... 75c  
Extra large size....\$1.00

SNOW BIRD CEDAR POLISH  
for cleaning, polishing and pre-  
serving, restores brilliancy.  
12-oz. bottle..... 40c

Extension Curtain Rods  
Brass finish..... each 15c

### Universal Jar Wrench

Unscrews or tightens caps of one-half inch diameter up  
to large Mason jar size. Removes crown caps and vacuum  
cups. Every housekeeper should have one of these handy  
wrenches—

Each..... 25c

## SPARTAN Self-Serve Bargain Department

No Phones, No Charge Accounts, in  
this Department

### Special Saturday Only

Pure Cane Sugar, 10 lbs. for 79c  
Limit 10 lbs. to a customer

### SOME OF OUR REGULAR SELF-SERVE PRICES

Boyd's Pure Honey in Glass Jars—  
5-oz.....9c 1 lb. 4 oz.....33c  
12-oz.....23c 2 lbs. 1 oz.....48c  
Welch's Grapelande, 15-oz..... 26c  
Brand M Clam Chowder, 11 oz can..... 12c  
2 lbs. 1 oz. can..... 28c  
Gorman's Pink Salmon, flat can 10c; tall can..... 14c  
Avalon Sardines, in olive oil..... 12c  
Pioneer Minced Clams, large can..... 33c

Coming Soon—Our Big  
Nine Sale

## S. R. NORRIS

SIERRA MADRE  
DEPARTMENT STORE

Phones: Black 12; Main 205  
331 West Central

## Those Eighteen Propositions

Continuing discussion of the constitutional amend-  
ments and initiative measures appearing on the November  
ballot brings up proposition No. 4, increasing the jurisdic-  
tion of Inferior Courts. This measure is intended to re-  
lieve the congestion in the superior courts by turning over  
a part of their present business to the justices of the  
peace. No new principle is involved. The only change is  
to increase the maximum amount involved in cases which  
may be heard in the lower courts.

Present regulations providing how the legislature shall  
fix the number of inferior courts with their powers, duties  
and responsibilities are not changed. The proposed amend-  
ment would permit the justice courts to hear cases of  
forcible entry and detainer where the rental value does not  
exceed \$75 and where the damages claimed do not exceed  
\$300. The original act places the limit at \$25 and \$200  
respectively.

In the interest of expediting justice and reducing ex-  
pense of litigation, therefore, Proposition No. 4 seems to  
deserve a favorable vote.

### "Borrowing" Public Funds

Proposition No. 5 has to do with the transference of  
money from one public fund to another. It gives to treas-  
urers of cities or counties arbitrary power to transfer  
funds from one special fund to another when they deem it  
advisable.

There is always a "dry" period between the end of  
the fiscal year June 30 and the annual tax payment period  
in November when public funds are apt to be at a low ebb.  
This may be avoided by careful management, like the  
Sierra Madre Public Library fund, for instance. The  
trustees over a period of years have kept a balance on  
hand at the end of the fiscal year sufficient to tide them  
over until the next tax money is available. Where public  
business is handled on such a basis it is not necessary to  
"borrow" from another fund to replenish that one. It  
would appear the necessity for "borrowing" might also be  
obviated by changing the period of the fiscal year to co-  
incide more nearly with the time when the tax money is  
available.

There are several reasons why it does not seem to be  
practicable or wise to extend the powers of treasurers to  
transfer funds thus. In the first place the treasurer is the  
custodian only and does not necessarily have complete  
knowledge of the transactions of the officers who expend  
the funds. In effect, he merely pays the money when their  
check is presented—if he has it on hand. To permit him  
to transfer funds on his own authority would seem to offer  
a chance for serious complications. For instance, the  
county treasurer holds the funds of all the school districts  
and independent lighting, road, water, drainage, sanitation  
and fire protection districts. Obviously, the complete con-  
trol of each separate fund should be in the hands of the  
particular board which is responsible for its expenditure.

For the reason that there are serious dangers involved  
in the plan, and nothing is accomplished which could not  
be better done in some other way, Proposition No. 5 should  
be defeated.

### Boxing and Wrestling

Proposition No. 7 is designed to give an official status  
to professional prize fighting and wrestling by permitting  
12-round bouts, and creates a state athletic commission  
to license such contests. With all the agitation against state  
commissions the addition of this one seems more than  
superfluous. Prize fighting was outlawed in California in  
1914 by an initiative law adopted by an overwhelming vote.  
It permits only 4-round bouts, which ought to satisfy the  
demands of clean amateur sport. The professional game  
with all its attendant evils deserves no encouragement  
from the state of California. Vote No.

## Neighborhood NEWS

Miss Edna Green and Mrs. For-  
syth left on Tuesday for San Fran-  
cisco where they will spend a week.

Mrs. Hortense Hill returned home  
on Wednesday after spending two  
months in and near Portland, Ore.,  
where she visited relatives.

Mr. and Mrs. Rec. Stanberry of  
108 N. Baldwin, returned home Tues-  
day after enjoying a three months  
motor trip through the northwest.

Mr. and Mrs. S. R. G. Twycross  
returned Sunday from their Alaskan  
trip. They journeyed by rail to Se-  
attle, then through the Canadian  
Rockies and the Jasper National  
Park and back to the coast, taking  
the steamer trip down the Canadian  
coast through the inside passage to  
Victoria and Vancouver.

### A Home for Health

The Healthatorium is a Home  
where you can get either Room,  
or Room and Meals. It costs you  
no more to stay here where the  
meals are Dairy and Vegetarian  
scientifically prepared and com-  
bined; where everything is done  
to help you regain your health in  
a natural way; where you may  
take Sun Baths, listen to Radio  
and Health lectures.  
38 N. Auburn—Phone Black 125.

Mis Ruth Geohagan of Lockport,  
N.Y., is spending a few weeks with  
Miss Mattie Seeley of 453 West  
Manzanita.

C. L. Virgin has been visiting this  
week with Mrs. Virgin and her  
parents, Mr. and Mrs. Cadmus of  
Sierra Madre Canyon. As advance  
agent for the John E. Brown evan-  
gelistic organization he has just ar-  
ranged for a series of meetings in  
Fresno. Just preceding that he was  
in Tennessee and is now on his way  
to Louisiana. Miss Laura Cadmus,  
who has spent the summer in Europe  
with Madame Yaw, studying voice  
and filling a singing engagement in  
Paris, is expected to return home  
soon.

### Vienese Boulevard

The Ring-Strasse in Vienna is a se-  
ries of boulevards about three miles  
long, occupying the site of an ancient  
line of fortifications which, until 1858,  
separated the old or inner portion of  
the city from the new or outer portion.  
Ring-Strasse is 165 feet wide and forms  
the boundary line of five sides of an  
irregular hexagon, the sixth side being  
bounded by the Franz-Josef quay on  
the Danube canal.

### Author's "Howlers"

A musician who reads fiction with  
a critical eye for references to his  
own art, has discovered two amusing  
"howlers" in a novel by Alexandre  
Dumas. "In La Femme au Collier de  
Velours" it is said of a violinist "the  
curve of his bow was pronounced  
enough to enable him to play on all  
four strings simultaneously." and it is  
gravely stated of another character  
that "the compass of her voice was  
five octaves and a half!"

# WANTADS

## HELP WANTED

WANTED: Experienced gardener 1  
day a week. Tel. Blue 118. c1  
Put a fresh haircut under that new  
hat. Langley's Barber shop, 11 Ker-  
sting Place. c1

## WORK WANTED

WANTED: By an expert gardener,  
lawn and garden work part time.  
Frank Lockyear, 50 E. Alegria. Blue  
126. 12ctf

HEMSTITCHING—8 and 10c per yd.  
Sadler's or 674 Woodland Drive, at  
pool. Blue 127. Mrs. House. 40ctf  
ACCOUNTANT—Will undertake  
monthly audits, open set of books,  
prepare financial statements or keep  
books on part time basis, local refer-  
ences; moderate terms; F. G. L., 180  
N. Adams St., Sierra Madre; Phone  
Green 177. 51cl

EXPERT—Auto mechanic will call at  
your home and overhaul your cars;  
Blue 134; 427 W. Highland. 51ctf

YOUNG GIRL wishes work with a  
small family. Tel. Blue 195. 52c2

WANTED: Housecleaning, gardening  
etc. W. M. Bedney, at Fred's Bar-  
ber Shop. 52\*2

PRACTICAL NURSE wants work.  
168 W. Highland. \*1

JAPANESE wants all kinds of work;  
will contract to take care of garden  
and put in new lawns. S. M. Day  
Work Co., Tel. Blue 95. 1\*3

## FOR SALE

FOR SALE—Bungalow, six rooms,  
sleeping porch; hard wood floors;  
garage; call 220 Mariposa. 51cl

FOR SALE—Black Collie pups; rea-  
sonable; 257 N. Baldwin; Blue 162.  
51cl

FOR SALE: Lot on N. Sunnyside  
Ave., with all improvements. Owner  
will sacrifice. See Geo. A. Oswald,  
6 N. Baldwin. c1

FOR SALE: Chicken ranch, a little  
over an acre; small, well built cot-  
tage; 2 good chicken houses with  
yards fenced for 500 birds; family  
orchard, grapes and berries. Large  
live oak shades house all afternoon.  
Gas and water in house, 8 shares  
irrigation water. For quick sale only  
\$1800, half cash, bal. easy terms.  
Henry C. Turck, 1349 East End Ave.,  
cor. Grand, Pomona, Cal. \*1

FOR SALE: Invalid's back rest,  
electric heater, baseball glove, ball,  
sheet music. Tel. Blue 102. 1c3

FOR SALE: Buick roadster in fine  
condition. Gertrude S. Cook, 147 W.  
Central, Tel. Blue 53. c1

FOR SALE: Hospital bed, rug, dres-  
ser, 1 large bed. 205 N. Hermosa.  
\*1

FOR SALE: Household furniture,  
very reasonable. 25 Olive. Blue 30.  
c1

HERE'S A CHANCE to own your  
home on easy payments: New mod-  
ern, 3 rms. bath, garage, close in,  
\$300 down, \$15 month; modern 4  
rms, bath, close to mountains, \$400  
down, \$35 per month including int.  
See Geo. A. Oswald, 6 N. Baldwin.  
c1

## FOR RENT

FOR RENT—Furn. 3-rm. and sleep-  
ing porch; \$25.00; phone Red 72;  
479 N. Auburn. 51cl

ROOM FOR RENT. Tel. Blue 102.  
1c3

FOR RENT: Furn. or unfurn apts.  
Bellevue Court, Apt. 5. Tel. Blue 146.  
1ctf

FOR RENT—5 room house with gas  
stove, bath, beds, tables, chairs etc.  
Close to school; \$30 mo. For in-  
spection Tel. Capt. Barton, Blue 189.  
c1

FOR RENT: 11 rms. (4 apts.) furn.  
\$60 mo. Apply M. Rudolph, 36 E.  
Central. 1ctf

FOR RENT: 5-rm. beautiful furn.  
modern house, sunny rm. and screen  
porch included; garage; \$40 mo.  
Right near mountains, 2 blks. from  
car line. Tel. Black 134, 255 North  
Grove. 1c2

FOR RENT: 4-rm. furn. bungalow.  
Mrs. Annas, 84 S. Hermosa. \*1

FOR RENT: Modern, clean, 4 rms,  
furnished, and garage, \$35. T. J.  
Burns, 65 E. Laurel. 1c3

FOR RENT: New 3-rm. furn. house  
near car line. Tel. Blue 162. c1

TO RENT—4 rooms furnished, \$16  
per month; 144 E. Highland. 51\*1

FOR RENT—Furn. bungalow; newly  
painted; 3 rms. and bath; garage if  
desired; Black 28; 93 W. Mira Monte.  
47ctf

FOR RENT—2-room furn. cottage;  
Black 19. 47ctf

BELLA VISTA TERRACE has an  
apartment for rent; office apartment  
4, phone Blue 92. 23ctf

STORAGE by the month for all kinds  
of goods. Roland Adams. 8c-tf

FOR RENT—3 room apt. Adults, no  
smoking. Summer rates. Phone Blue  
165. 40ctf

## ROOMS—BOARD

ROOM FOR RENT—Nicely furn-  
ished; adjoining bath; gentlemen only;  
breakfast if desired; 276 Santa.  
Anita Court. 52c2

ROOMS with board; Black 19 41ctf.

ROOM and TRAY SERVICE—to tu-  
bercular in lovely country home, no  
other roomers, Hasmah Ranch, 1701  
Azusa Road, El Monte. 45-4c

LOOKING FOR BOARD AND  
ROOM?—The Healthatorium is a  
Home where you can get either room,  
or room and meals. It costs no more  
to stay here where the meals are  
Dairy and Vegetarian scientifically  
prepared and combined; where every-  
thing is done to help you regain your  
health in a natural way; where you  
may take Sun Baths, listen to Radio  
and Health Lectures. 38 N. Auburn,  
phone Black 125.

AUTO LICENSE NO. 1,117,755 call  
at News office for pair of compli-  
mentary tickets to Wistaria theatre.

## MISCELLANEOUS

WANTED—All kinds of junk. I. B.  
Goldberg. Black 142. 17c-tf

THE MIRA MONTE hotel has been  
remodeled into 1, 2 and 3 room  
housekeeping apartments; large lob-  
by, sunny porches and spacious  
grounds; phone Green 19. 1ctf30

FRENCH, SPANISH, GERMAN—  
Taught by a competent highly recom-  
mended teacher; address L. L., care  
of Sierra Madre News. 1c3

CARPENTER and Cabinet work, job-  
bing of all kinds. J. A. McCloskey.  
148 N. Mt. Trail. Red 49. 46ctf

PHONE BLUE 159 call at News of-  
fice for two complimentary tickets to  
Wistaria Theatre. \*1

EAT WHOLE GRAIN WHEAT, the  
natural food, recommended by phy-  
sicians. M. L. True, 267 W. Monte-  
cito Ave. \*1

## Home Lights Subject For Prize Essay

Young people of this community  
will participate in the Better Home  
Lighting contest conducted through  
the Southern California Edison Co.,  
G. I. Farman of the Sierra Madre  
Electric Co., and Claude Vedder,  
electrical dealer. The local dealers  
are making arrangements to award  
fine prizes to contestants from the  
Sierra Madre schools who will also  
have a chance at the splendid prizes  
in the nation-wide contest.

This activity was originated and  
is sponsored by the national societies  
of the electrical industry. It was  
conceived for the purpose of render-  
ing service of the greatest import-  
ance to all users of electric light.  
It has been found that improper  
use of light in homes is responsible  
for a large amount of injury to the  
eyesight. The contest has approval  
of leading educational and health  
authorities.

The contest is now open and will  
close October 31. Announcement of  
judges who will name the winners in  
the local contest will be made in a  
few days. All essays will be judged  
according to simple rules which may  
be obtained from either of the deal-  
ers named.

Prizes in the local contest consist  
of useful articles donated by these  
dealers. Winners of the local contest  
will have a chance at district prizes  
ranging from \$75 down to \$5 cash.  
Winners of the district prizes will  
be entered for the state prizes of  
\$500 down to \$25 cash. And these  
state winners will be entered for the  
national prizes which are a \$15,000  
electrical home and scholarships of  
\$300 to \$1200 value.

## LIBRARY WILL BE CLOSED FOR ALTERATIONS

Contract for alterations to the pub-  
lic library building was let to Frank  
M. Hildebrandt, the low bidder, by  
the board of library trustees at their  
monthly meeting Wednesday night.  
The plans prepared by Architect R.  
M. Finlayson call for removal of the  
walls around the present entrance  
alcove and setting the front door out  
flush with the north wall, adding  
about 300 square feet to the interior  
floor space.

To facilitate the work of altera-  
tions and by reason of the neces-  
sary interference with library busi-  
ness, the board decided to close the  
library to the public for three days  
next week, beginning Monday.

### Plane Flies Over Andes

A Danish aviator in an American  
plane flew over the Andes with a pas-  
senger, the first time the feat was ever  
accomplished.